

**CITY OF DELTONA, FLORIDA
ECONOMIC DEVELOPMENT COMMERCE PARK & MICRO-INCUBATOR STUDY
SUB-COMMITTEE MEETING
FRIDAY, JULY 13, 2012**

A Regular Meeting of the Economic Development Commerce Park & Micro-Incubator Study Sub-Committee was held on Friday, July 13, 2012 in the City of Deltona's 2nd Floor Conference Room at 2345 Providence Blvd., Deltona, Florida.

1. CALL TO ORDER:

The meeting was called to order at 3:31 p.m. by Chairman Braddy.

2. ROLL CALL:

Chairman	Roy Braddy	Present
Vice Chairman	John "Jack" Kesler	Present
Sub-Committee Member	Joe Cerrato	Present
Sub-Committee Member	Bob Desmond	Absent (Unexcused)
Sub-Committee Member	Franklin Welch	Present
Sub-Committee Member	Jean Guida	Present (Arrived 3:47 p.m.)
Staff Liaison	Jerry Mayes	Present

Also present: John Kizer, Volusia County Dept. of Economic Development, Faith Miller, City of Deltona City Manager and Cheryl Atkins, City of Deltona Grants Coordinator.

3. APPROVAL OF MINUTES & AGENDA:

A. Adoption of the Minutes – June 8, 2012:

Chairman Braddy asked if everyone had a chance to review the minutes from June 8, 2012 and if there was any discussion; if not a motion is in order.

Motion was made by Mr. Kesler, seconded by Mr. Welch to approve the minutes for June 8, 2012 as submitted.

Motion carried with members present voting unanimous.

B. Additions or Deletions to the Agenda:

4. WELCOME OF GUESTS & PUBLIC:

Chairman Braddy welcomed the guests to the meeting.

5. CITY LIAISON REPORT:

Mr. Mayes spoke briefly about the DEDAB Quarterly Report that had already been approved by the DEDAB Advisory Board and sent to the Commission. He added a copy of the report is included in the packet and Mr. Desmond will be attending the Commission Meeting to give the report. He noted that both Mr. Braddy's and Mr. Cerrato's names appeared at the top of the report because Mr. Cerrato had tendered his resignation as Chairperson at the last sub-committee meeting and Mr. Braddy had moved to the Chair position from Vice Chair; Mr. Kesler was nominated and accepted the Vice Chair position at that meeting. He gave a summary of the report and asked if there were any questions; there were none.

A. Report on Deltona Business Forum III:

Mr. Mayes reported there were several sub-committee members and DEDAB members at the business forum where Mr. Phil Ehlinger was the guest speaker. He noted that Mr. Ehlinger was known to give very good information for small businesses.

Ms. Guida arrived.

Mr. Mayes stated there were approximately 33 guests/attendees at the forum of which several were prospective politicians. He stated all in all it was a good forum but we are hoping to increase the attendance in the future. He stated he plans to go out to speak with business owners to find out the best way to contact them to let them know about upcoming meetings, forums and ribbon cuttings as well as ask questions for surveys, etc.

6. OLD BUSINESS:

A. Public Sector Participants' Contributions: None

7. NEW BUSINESS:

A. Guest speaker – Cheryl Atkins, Grant Coordinator for the City of Deltona to speak on grants in regards to “Business Assistance Center” or “Micro-Incubator”:

Ms. Atkins began by sharing an email that she had sent to Mr. Mayes regarding a grant program that is being offered by the Office of Greenways and Trails via a webinar that you can sign up for and listen to. She stated the Office of Greenways and Trails talks about Map-21 which is the new U. S. Department of Transportation’s “Moving Ahead for Progress in the 21st Century” bill that provides continuous funding for the next two years. She stated there are a lot of funding sources in that bill however the Greenways and Trails portion of the Map-21 funding is very small. She stated there could possibly be more webinars from different departments or divisions of the U. S. Department of Transportation and the Federal Transit Administration has set up a website where you can sign up for email alerts on anything they have coming out regarding available grants. She stated more in line with incubators there is a September 14, 2012 grant application deadline for the Public Works & Economic Adjustment Assistance Program which discusses how the Economic Development Administration is considering construction, non-construction, revolving loans and investment programs that can be applied for by cities and can be used for infrastructure in these areas. She stated they encourage development with urban partners but the City of Deltona’s urban partners have already developed so, they probably won’t want to work with us. She added you could partner with institutions of higher education or a consortium of higher education. Chairman Braddy asked Mr. Mayes to investigate what would need to be done to participate in this grant and meet that deadline. Ms. Atkins suggested it is possible the City could apply for the money in conjunction with Daytona State College to try to get an educational incubator however, that would require a memorandum of understanding between the City and Daytona State College that requires a lot of work that would need to be done quickly. Mr. Mayes stated he and Ms. Atkins will investigate this further and pass it along to City senior management for review. He stated if they find it is worthwhile for the grant to be completed and sent in they will initiate discussions with partners and attempt to get it in within the guidelines. Mr. Cerrato asked if business assistance could fall under that type of grant. Mr. Mayes stated that this grant falls more in the line of construction and we already have a room set aside for the business center; we are just waiting for furniture to be moved in so it can be utilized by small businesses. Mr. Cerrato suggested a motion to ask staff to look into the possibility of this particular grant and to see if it is feasible to get rolling by the deadline.

Motion was made by Mr. Cerrato, seconded by Ms. Guida to ask staff to look into the possibility of this particular grant and to see if it is feasible to move forward.

Motion carried with members present voting unanimously.

Mr. Mayes was asked to look forward to next year by gathering more information and report back. Ms. Atkins stated she receives emails from grants.gov which is the federal government's website that shows what money is available and economic development does not appear to be what the government is going after to partner with adding that it is her impression that it is done through private industry. She stated she also checks out the State's new Department of Economic Opportunity website and at this time there is no economic development grant listed although they do have a low interest loan program available. Mr. Mayes stated he had been informed by the Volusia County Department of Economic Development that a request for qualifications (RFQ) has been posted and at this point companies are reviewing it and putting information together that will be sent to Volusia County Dept. of Economic Development to do the study for a West Volusia incubator. He commented it is not a given that Deltona will be the site chosen and that is why we were tasked to look at having a micro-incubator of our own. He asked Ms. Atkins if there was a boiler plate document they could cut and paste from even though the grants are different. Ms. Atkins answered yes there is a pdf fillable form where you just chose the sections that pertain to your grant request and she can forward it to Mr. Mayes for distribution to the members. Ms. Miller commented if there is a matching component you would need approval by the City Commission and it does require a resolution. Ms. Atkins stated this specific grant is 50-50 but the matching can be in-kind, space, equipment, services or forgiveness of assumptions of debt with preference being given to applicants with cash.

B. Determination of program for the next meeting:

Mr. Mayes stated the next meeting is scheduled for Friday, August 10, 2012 at 3:30 p.m. in the 2nd Floor Conference Room. Chairman Braddy stated Mr. Bowley, Planning & Development Services Director for the City of Deltona will be speaking about CRA's. He stated Mr. Mayes had suggested that when there isn't a speaker scheduled the sub-committee could have discussions on what direction they would like to go based on understanding of who our audience is and who we would be servicing.

8. MEMBER COMMENTS:

Mr. Kesler commented that he had some catching up to do and did not have anything else to add.

Mr. Cerrato commented he had requested to step down as Chairman but still participate because he is a firm believer in that if you are going to be on a committee you need to have the time and commitment to it. He stated as his time has become more limited he thought it best to hand the Chair position over to Mr. Braddy who is more than capable of guiding us. He stated he really enjoyed being the Chairman and intends to keep contributing as best he can.

Ms. Guida apologized for being late.

Mr. Welch commented on "Viva Florida" which is a group that had asked him to do some work for them in the auction world and from them he had learned there is going to be a huge push to celebrate Ponce de Leon's 500th year anniversary of arriving in St. Augustine. He added as part of that event all the coastal cities will be preparing for a visit by the Queen of Spain. He stated another event coming up is called "Smithsonian Journeys" put on by the Smithsonian Institute that will be walking tours in historical areas with an emphasis on Sanford, Enterprise, Orange City and DeLand on the west side of Volusia. He stated his thinking is that with the push for "Viva Florida" next year there could be grant money out there for the Smithsonian walking tours that the sub-committee could look into and we should be cognizant that there is going to be a lot of activity around the I-4 corridor.

Mr. Kesler commented he would like to have more information on any City owned lakeside property. Mr. Mayes stated the City owns lakeside property where the boat ramp is on Lake Monroe and the Deltona Community Center and if the Commission does assign this task to the sub-committee it would be doing research on those properties as well as the properties owned by Progress Energy and the Enterprise Historical Society. He suggested the Economic Development Director from Progress Energy or someone

from the Enterprise Historical group as future speakers.

Mr. Mayes asked Ms. Miller to comment on the City's 50th Anniversary event. Ms. Miller clarified it is actually the 50th anniversary of the area known as Deltona that was developed by the Mackle Brothers and that the City of Deltona incorporated in 1995. She stated the Commission has set aside a little money to possibly have some historical activities throughout the City but the Commission had not approved the final plan. She stated a concert, displays throughout City Hall and possibly a reception have been discussed and there are two outside entities holding events that include a Miss Deltona Pageant put on by the Deltona Arts & Historical Center and a dinner/dance by the Civic Association. She added with it being the 50th anniversary for the Mackle Brothers development she believed one of the descendants of the Mackle brothers will be attending the dinner/dance.

Chairman Braddy thanked Mr. Cerrato for his leadership as chairman and commented he is a great role model. He also thanked Mr. Mayes and Mr. Cerrato for mentoring him.

9. PUBLIC COMMENTS: None

10. CONFIRMATION OF NEXT MEETING DATE, TIME AND LOCATION.

Next meeting scheduled for Friday, August 10, 2012 at 3:30 p.m. in the 2nd Floor Conference Room.

11. ADJOURNMENT:

Motion was made by Mr. Cerrato, seconded by Mr. Kesler to adjourn the meeting.

Motion carried with members present voting unanimously.

The meeting adjourned at 4:15 p.m.

Roy Braddy, Chairman

ATTEST:

Janet Day, Admin. Assistant II